

EXPERIENCE HIGHLIGHT

Beverage Strategy | Task Force

CONVENTION CENTER DIVISION BASED TEAM WITH A MISSION TO CREATE VALUABLE BEVERAGE TOOLS FOR OUR OPERATORS

... WITH FOCUS ON THE DEVELOPMENT OF:

- minimum standards
- best practices
- innovation
- sales tactics
- revenue growth
- enhanced experiences
- sustainable solutions
- and more...

Check this out ...



HAVE SOMETHING YOU WOULD LIKE TO SHARE WITH ALL OF LEVY? SHARING IS AS EASY AS POSTING TO SOCIAL MEDIA

[CLICK HERE TO FIND OUT MORE](#)



VISIT THE EXPERIENCE DESIGN RESOURCE SITE FOR FUN IDEAS, INSPIRATION, INFORMATION, AND MORE

[CLICK HERE TO FIND OUT MORE](#)



HAVE YOU JOINED OUR EASY TO USE, CORPORATE DESIGN PROGRAM ACCOUNT TO CREATE EYE-CATCHING PIECES OF VISUAL CONTENT?

[CLICK HERE TO FIND OUT MORE](#)



WANT YOUR CREATIVE, INNOVATIVE, STRATEGIC AND "WOW-WORTHY" WINS SHARED WITH OUR DIVISION?

[CLICK HERE TO FIND OUT MORE](#)

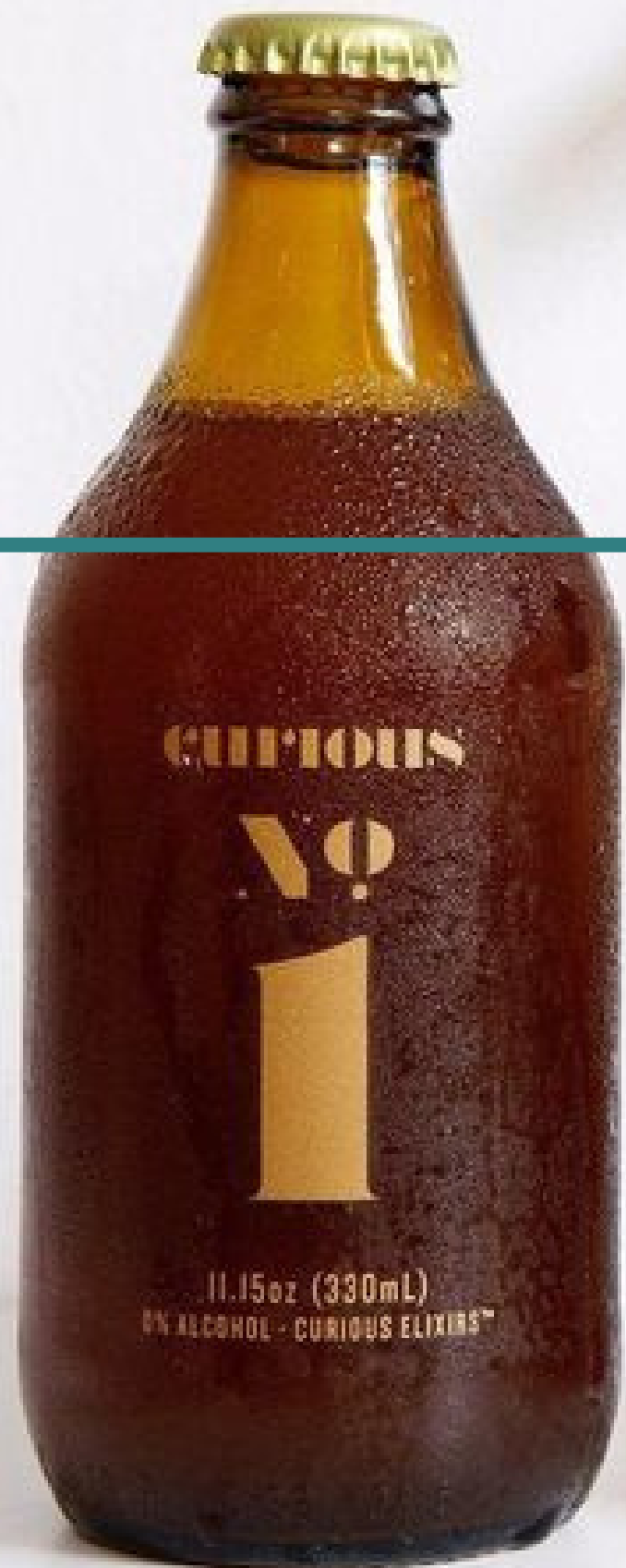
CONVENTION CENTER BEVERAGE STRATEGY TASK FORCE



BEVERAGE STRATEGY TASK FORCE

MISSION

To drive beverage revenue, margins, innovation and experiences in our Convention Center environments, while developing unique selling points and sharing best practices



FIELD BEVERAGE CHAMPIONS

TEAM FORMATION

What we are looking for...



PROPERTY REPRESENTATIVE

DIRECTOR LEVEL OR ABOVE



LOCATION

FULL CONVENTION CENTER
DIVISION REPRESENTATION



DIVERSE SKILLSETS

REPRESENTATION FROM MULTIPLE DISCIPLINES
AND DEPARTMENTS FOR FULLY ROUNDED TEAM



FRIDAY, MARCH 10TH

DUE DATE FOR FIELD BEVERAGE
CHAMPION NOMINATIONS

**have your general manager or director of operations
nominate you**

**instructions with how to submit your property nomination
will follow this call**



FIELD BEVERAGE CHAMPIONS

TASK FORCE PARTICIPATION OVERVIEW

MONTHLY CALLS

participate in monthly touch-base task force calls

KPI'S & DATA TRACKING

work with e15 and analytics team members to define and track measurables and kpi's with beverage initiatives

BEVERAGE PROJECTS

participate in and drive forward beverage related projects

DIVISION SHARE-OUTS

document and create project share-outs & case studies

PROJECT PROGRESSION CHECK-IN'S

prepare progress reports with assigned projects

PROPERTY ROLL-OUTS

beverage champions will serve as their property location's beverage programming ambassadors and in-unit influencers

BEVERAGE PROJECTS

EXAMPLE AREAS OF FOCUS



BEVERAGE STRATEGY TASK FORCE

ORGANIZATIONAL DIAGRAM

CC REGIONAL LEADERSHIP REPRESENTATION

CC DIRECTOR OF EXPERIENCE:
HILARY BARASH

CC NATIONAL SALES DIRECTOR:
ASHLEY RUSSO

CC REGIONAL PURCHASER:
JESSE BARROWS

CC FIELD CHAMPION LEAD

VP OF HOSPITALITY:
JULIO HENRIQUEZ

task force call facilitators:

- Julio Henriquez
- Rachael Lowe

CC E15 LEAD

CC LOCATION E15/ PSA REPRESENTATIVE
HILMI KILICKAYA

E15/ Analytics Representatives:

- Javits Center: Hilmi Kilickaya
- Core Solutions: Scott E. Brown

CORE SOLUTIONS BEVERAGE TEAM REPRESENTATION

DIRECTOR OF BEVERAGE:
RACHAEL LOWE

VP OF BEVERAGE:
BRANDON WISE

DIRECTOR OF BEVERAGE STRATEGY & ANALYTICS:
SCOTT E. BROWN

CC FIELD CHAMPIONS

BEVERAGE CHAMPIONS:
26 PROPERTIES

- America's Center
- Arlington Convention Center
- Austin Convention Center
- Boston Convention & Exhibition Center
- Central Bank Center/ Rupp Arena
- Chattanooga Convention Center
- Dallas Market Center
- David L. Lawrence Convention Center
- George R. Brown Convention Center

- Georgia World Congress Center
- Greater Columbus Convention Center
- Hawaii Convention Center
- Huntington Convention Center of Cleveland/ Cleveland Public Auditorium
- Hynes Convention Center
- Javits Center
- Kentucky Exposition Center
- Kentucky International Convention Center

- Los Angeles Convention Center
- Mississippi Coast Coliseum & Convention Center
- Oregon Convention Center
- Portland Expo Center
- Puerto Rico Convention Center
- Santa Clara Convention Center
- Spokane Convention Center
- The Classic Center
- Wisconsin Center District

BETTER
together.

